

## Meet the Board

The Jamaican Canadian Association (JCA) proudly announced its slate of new board members, at its Annual General Meeting held on May 30, 2010 on the grounds of JCA. It was an opportunity to bid farewell to long serving stalwarts Sylvanus Thompson, Edna Smith-Bowes and Carol Fox while welcoming Yolana Williams, the new Public Relations Chair and Westmore Smith, the new Education Chair and replacement for Sylvanus Thompson.

Thompson who completed his third term says 'as much as his term has ended, he will continue to be a part of JCA activities'. Fox will continue to serve in her position until it is filled by a suitable incumbent. Fox, Smith-Bowes and Thompson together have dedicated over 16 years and counting to the JCA. Their contribution had not gone unnoticed as JCA President Audrey Campbell recognized the three with tokens of appreciation for having tirelessly contributed to the JCA.



The new Board of Directors was announced at the Annual General Meeting held May 30, 2010. The new Board of Directors for 2010/2011 are (from left to right) Westmore Smith, Education Chair (new) - Owen Dunbar, Building Chair - Audrey Campbell, President - Yolana Williams, Public Relations Chair (new) - Adaoma Patterson, Executive Secretary - Leo Campbell, Executive Vice President - Pam Reynolds, Membership Chair - Charmaine Sewell, Women's Committee Chair and Dwaine Osbourne, Youth Affairs Chair.

The Jamaican Canadian Association (JCA) is a membership organization and a social service agency. Our mission is to improve the quality of life for Jamaicans, people from the Caribbean and persons of African descent living in Canada.

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## Message from the President

It is my pleasure as always to bring greetings to all members and friends of the Jamaican Canadian Association on behalf of the Board of Directors. I know that you have missed your In Focus Magazine, as I have. It has been on a hiatus as we focused on filling the Public Relations position on the Board. My hats off to Yolana Williams, our newly elected Public Relations Chair and her team for hitting the ground running and ensuring that the In Focus is published for our Quarterly meeting. They have also promoted JCA at many community events, for example, Soccerfest, Jamabana, Jamaica Day and many other events throughout the GTA.



I am pleased to report that the JCA continues to thrive as we enter our 48th year of community service. Since our Annual General Meeting in May, the new Board has been hard at work. We continue to focus on the implementation of the organizational review plan as mandated by the Membership. We have shared this plan with our funders and all are pleased at the direction we are heading. Fundraising remains a priority. Our annual Walk a Thon "Walk Good" raised over \$30,000. This year's event was a dream realized. We had five community partners join us in the Walk under the distinguished patronage of 14 Patrons, including the Consul General of Jamaica. We are planning another raffle for 2011 with the assistance of Past President Herman Stewart. We raised \$25,000 last year and anticipate surpassing that amount by leaps and bounds.

Our membership continues to increase as we see more and more new faces and some returning faces at JCA. Our annual JCA Picnic was sold out this year. We had 3 full buses for our picnic in Niagara Falls. We will be hosting an open house in September. It will be a joint venture between the membership and social services division. Information will be posted on the website and made available on our information line.

I continue to be inspired by the dedication of the members of the JCA. Our goal, as a Board, is to work with the membership as we move the JCA forward. That is the reason an Organization Review was taken as well as the Strategic Planning Sessions. These two planning sessions included the members at large, committee members, board members and staff. Together we are steering JCA towards sustained growth as an organization. Thank you for your continued support and words of encouragement.

Sincerely,

Audrey Campbell



## Message from the CEO

What a Summer! Amidst all the excitement and major events, we at JCA continued to focus on delivering a high quality of service to individuals and organizations and to engage the community in a meaningful way.

We have received funding from the City of Toronto to hire an Executive Assistant. The EA will help to enhance our capacity as an organization and will allow us to grow. We have also received funding from HRSDC Canada Summer Jobs to hire a business student during the Summer to assist us in streamlining some processes. We have been quite fortunate to be selected by the Ministry of Training, Colleges and Universities to administer the new Ontario Employment program effective August 1st. In contrast to the former Opportunity Plus Program that catered to the 45 years and over clientele, the new ES Program is expanded to include the younger clientele. We have also received approval for transitional funding of \$115,454. This will allow us to acquire new computers and equipment for the program and to facilitate renovation of the program space to increase disability access and to make it more competitive with similar programs. Some agencies were not as fortunate and ended up closing or downsizing their operations.

The Caribbean Canadian Seniors Club had a very active schedule between April and July 2010. The Seniors were introduced to Computer classes in April, line dancing in May and a walking program in June. The seniors also performed at City Hall on June 8th.

On Tuesday, July 13th we had the United Way Fundraiser Barbeque which was a success. Over \$500 was raised. Thanks to all the donors, staff and student volunteers who contributed to this event.

Tropicana partnered with us and started their Summer Jobs for Youth program at the JCA on June 1st, 2010. The program will run until the end of August 2010.

In order to satisfy our funders, the United Way Toronto and the City of Toronto, regarding our fiscal responsibility we acquired the services of a pro-bono consultant from Management Advisory Services to assist us in our budgeting process and to make recommendations regarding debt reduction. During the first quarter we implemented policies and procedures on Workplace Violence and Workplace Harassment as required under Bill 168. A new financial Policies and Procedures manual was also approved and implemented during this quarter.

Finally, I must say a big thanks to all our funders and supporters as we could not achieve all our goals and objectives without their valuable contribution. Thanks to all who have worked tirelessly both past and present to make the JCA what it is today.

Respectfully,

Michael A Foster  
Chief Executive Officer



JCA Staff Members

## Committee Reports

### Public Relations Committee

#### *Public Relations in Full Swing*

The words to describe the Jamaican Canadian Association (JCA) new Public Relations (PR) Committee are Energized, Charged and Focused! Since the election of the new Public Relations Chair, Yolán Williams on May 30, 2010, the team has been in full swing. They have been making quite a statement within the community by attending various functions to build awareness of the Association as well as spread the news on upcoming events.

By Yolán Williams  
Public Relations Chair



The brilliant team of young professionals consists of Danae Peart, Michelle Hylton, Siobhan Bent, Rosemarie Hylton, Edna Smith-Bowes, Trecia Lamey and Dwaine Osbourne. They are all equipped with a wide array of PR experience and qualifications as well as driven by the goals set to increase visibility, membership and involvement at JCA.

### Membership Committee

#### *Jamaica's 48th Independence - Flag Raising Ceremony*

On Sunday, August 1, 2010 the Annual Independence Flag Raising Ceremony was held at Nathan Phillips Square, City Hall followed by the Independence Church Service at Revivaltime Tabernacle. The purpose of the day was to raise the Flag in celebration of Jamaica's 48th year of Independence. The event also provided an opportunity to welcome our new High Commissioner to Canada, Her Excellency Mrs. Sheila Sealy-Monteith and Consul General to Toronto Mr. Seth George Ramocan.



All platform guests which included members of the consular corps, Jamaicans and friends of Jamaica were acknowledged.

JCA president Audrey Campbell welcomed everyone; the Prayer for Independence was read by Rev. Kay Morris. Her Excellency Sheila Sealy-Monteith Jamaica's High Commissioner to Canada read the Emancipation Day Message from the Prime Minister of Jamaica the most Honorable Bruce Golding. Greetings were also received from the Premier of Ontario, Dalton McGuinty which was read by the MC Yolán Williams and from Toronto Mayor David Miller which was brought by Deputy Mayor, and Mayoral candidate Joe Pantalone. (continued next page)



Many thanks to everyone who worked hard to keep us on time; except for a minor glitch we were right on schedule. Special thanks to Irie Festival for giving us the space, they have been very accommodating over the years, and we applaud them and also to the City of Toronto for their collaboration making this another very successful event.

Special thanks to the planning committee Norma Bredwood, Nadine McLean, Judith Mitchell, Janet Samms, Glenford Gordon and to all the membership committee members who attended and or participated in the planning and execution of the event, the day was a huge success.

By Pam Reynolds  
Membership Chair

## Youth Affairs Committee

### "I Can Jam" Lawn party

The Youth Affairs Committee put forth a night of entertainment on Friday, July 9, to build a youth community within the JCA by hosting their first annual "I Can Jam" Lawn party in conjunction with Community of United Jamaicans (CUJAM), a youth group at York University. This event was a special youth fundraiser and recruitment drive. The event featured capitalized on two different setting.

In one setting, Attendees were entertained in the members lounge by the music "disc" spinning frenzy of Dj Manifest. The lounge also provided table settings for everyone to eat and get to know each other, and for the youth group to introduce the JCA and its committees. The other setting help to provided the essence of the event which was a backyard to savour good company and food. With the sponsorship from Caribbean Queen Jerk drum, Don's Meat, Toronto Region and Conservation Authority, Sheriff's No Frills and Home Depot (Rexdale) a section of the parking lot housed a tent, jerk pan, plants, green carpeting (grass), a domino table, lounge chairs and sumptuous offerings of jerk chicken and jerk pork.

The group proactively capitalised on the World Cup final on Sunday, July 11 to host World cup at the JCA. The jerk pan was savouring up a delicious meal while attendees were glued in excitement to the big screen television in the members lounge. Donated items were awarded as prizes to feed the soccer enthusiasm through various contest. The enterprising group went further to organize a successful luncheon that served up a delicious meal of festivals, fried dumplings, chicken and salad. Many thanks to JCA staff, Jennifer Mcfarlane and Trecia Lamey, the Caribbean Seniors group and external well wishers of the JCA.



The support and enthusiasm spawned two new youth members, Jessica Kerridge and Rachelle Bloomfield. They devoted their volunteering time and energy to "I Can Jam". This was also apparent in their attendance to the Independence Gala where they not only volunteered but "stepped out in style".

The Youth Affairs would like to also thank North Kipling soccer team whose members not only supported our events but key volunteers were pivotal in assisting in the preparation of the delicious meals.

By Dwaine Osbourne  
Youth Affairs Chair

## Events

### Family Picnic 2010

Excitement filled the air as three bus loads of members, accompanied by their family and friends, left JCA to Queenston Heights Park in Niagara Falls. Upon arrival some people got comfortable on picnic benches under the pavilion while others spread blankets or set up tents on the grass.



The setting was warm and inviting as everyone socialized and shared in conversations, hearty laughter and food. Prepared on a barbecue grill were hot dogs, hamburgers and roasted corn. Making snow cones gave the children the opportunity to share in one of their parents' childhood experiences while reminding the adults of the good ol' days.

Two mini excursions were incorporated in the trip. There was the choice of going to the casino or going to Niagara-On-The-Lake. Some people opted to stay at the park to play dominoes, continue socializing with old and new friends or taking leisurely strolls around the park.

Later in the afternoon the youth were given a chance to shine by participating in athletic races. The President, Audrey Campbell, presented the winners with ribbons and trophies. In addition, the youth participated in a friendly game of tug of war: boys versus girls.

JCA Family Picnic 2010 was a day of fun for all ages. There were activities planned to suit the various age groups and interests of all who attended. According to the saying, time flies when you are having fun. Time to pack up and head home quickly arrived. Everyone headed home satisfied and pleased with the events of the day; all are looking forward to JCA Family Picnic 2011.

By Yolana Williams

### More fun at the Gala





## The 29th Annual "Walk Good" Walkathon

On the morning of Sunday May 2, 2010, the JCA Centre was hub of activity as walkers and volunteers assembled to get ready for the annual fundraiser. Volunteers were busy setting up for breakfast, the opening service and registrations. Excitement was in the air because for the first time the walkathon became a real community event as five other organizations participated to raise funds for their respective organizations. The organizations were: PACE, Tropicana, BBPA, Ontario Black Historical Society and the Alliance of Jamaica Alumni Associations.

The theme of the event was "Walk Good for a brighter future." JCA wanted to raise funds to support the Saturday Morning Tutorial Program, the Scholarship Fund and the Building Fund. As a result of greater participation by JCA members we were able to raise well over \$30,000.00, the largest amount ever raised in this event. With even greater participation next year we hope to exceed that amount by a wide margin!

In addition to the 5k and 10k walk/run/jog, in which participants walked as members of teams, there was a dance class for those who could not walk. Prizes were given out to participants in a number of categories.



The organizing committee, whose members worked tirelessly over several months, was pleased with the result of their effort but feel that much more funds could be raised if all JCA members were to become involved whether as walkers or volunteers. This is one event in which all, young and old alike, can participate.

Planning has started for next year's event. So everyone, now is the time to start lining up your sponsors as well as exercising to be ready for Walk Good 2011.

**Planning an event?  
Need facilities?**

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## The Saturday Morning Tutorial Program (SMTP) *The BOLT to Educational Success!*

The JCA is aware that education is a life long journey of learning and believes that the best possible education will lead our children to a world of opportunity and a future filled with academic, professional and personal success. The organization is therefore committed to delivering programs that promote the academic achievements of children of African/Caribbean heritage descent.

The Saturday Morning Tutorial and Heritage Program (SMTP) is over 10 years strong and is sponsored by the JCA Education Committee.



The committee is proud of the fact that they have been able to create a supportive and educational environment for youth in the community.

We are seeking new VOLUNTEERS to support us in achieving our objectives.

Please contact Westmore Smith for more information: [education@jcassoc.org](mailto:education@jcassoc.org)

## JCA Hosts its 11th Annual Golf Classic

On August 14, more than 80 people turned out to play golf to raise funds for various JCA programs such as the Saturday Morning Tutorial Program. Since its inception, the tournament has raised more than \$80,000 for various programs and services at the JCA. This year's tournament attracted long standing players such as Keith Lyons, Karl Killingbeck and Earl Lalor as well as players from as far away as Florida and Jamaica.

This year's tournament was held at a new location, ClubLink Rolling Hills Golf Club in beautiful Stouffville followed by dinner and presentations at JCA. Event patron, Consul General George Seth Ramocan brought greetings and presented several awards. A special thanks to

the committee for organizing another successful tournament as well as this year's sponsors: New FLOW 93.5, Jamaica National Building Society, Rap's Restaurant, Grace Kennedy, Cabinet's & Granite Direct and Appleton Estate Rum.

If you are interested in joining the golf committee or would like to participate in next year's tournament, please contact Adaoma Patterson at [execsec@jcassoc.org](mailto:execsec@jcassoc.org).

Harrington Stephens of JNBS presents the award for best golfer.





## Individual Profile

By Ms. Amy Nelson and Trecia Lamey

Featured in this edition of In Focus is an exemplary individual whose service over the past 22 years has greatly benefited the Caribbean Canadian Seniors Club and The JCA. Eulalee Adaire Smith began her involvement with the JCA in 1988 working with the Credit Union. Two years later she became a member of the Caribbean Canadian Seniors Club and has become a major asset in the sustainability of the club.

Eulalee uses her expertise as an accountant to manage the Club's finances. She is the chief financial contributor of the CCSC which is achieved through planning fundraising events and trips. The trips planned by Eulalee are both local and international. They are well known for being very organized, fun, exciting and educational.

Being an advocate for the Seniors is one of Eulalee's strengths and she is consistently helpful and considerate towards other seniors. This passion for the well being of the Seniors is also evident in her dedication to the club. She is always willing to go the extra mile to keep the club running smoothly. Eulalee is very instrumental in connecting the CCSC with other seniors clubs and maintaining a relationship with them.

There is a strong connection between Eulalee and youths. She works with them in order to help them understand that it is important to maintain a link between Seniors and youth.

Eulalee is an avid supporter of the JCA. She can always be depended on to assist with the planning of and volunteering at events.

Being a selfless individual, constantly giving to many events and organizations and being dedicated to the welfare of both seniors and youth has earned Eulalee Smith this recognition as a way of showing an appreciation for all the lives she has positively affected over the years. Thank you Eulalee!!!



**You asked for it...**in the coming months, members will be asked to participate in a survey of JCA events to determine which, if any of our approximately 15 annual events are still relevant and of interest to you. **Why the survey?** At the spring All Committees Meeting, people expressed concern about the number of members events, the amount of work required to execute them and the relatively small net return. The Board of Directors received the go ahead to get feedback from all members about which events should be eliminated, get ideas for new events that can attract younger families and individuals and look at ways of getting more members involved in planning and supporting the various events.

### What's Next?

**In the next few weeks, a survey will be mailed to all members and posted on our web-site. The results of the survey will be discussed at the November quarterly meeting. Stay tuned!**

## Community Corner

### Why All the Fuss Over the 2011 Census?

As you may have heard, the Government of Canada's decision to scrap the mandatory long form census has raised the ire of diverse groups including provincial and municipal governments, the business and non-profit sectors and advocates. Many organizations rely on census information to better understand their clients and customers as well as provide valuable services, products and supports to marginalized communities.

### What is the Change?

Census has been traditionally comprised of two census forms: a short and a long form. The completion of both forms is mandatory. The short form is sent to 100% of Canadians whereas the long form is sent to one in five Canadians (20% sample) and extrapolated to the rest of the population. The long census form has been around for 35 years and is the one most reliable data sources on ethnicity, immigrant status, income, education, labour force, housing and non-paid work to name a few. It provides critical information about how Canadians in general and specific groups in particular are doing.

### What is the JCA Doing?

The JCA's newly created Social Policy Committee, chaired by lawyer Aston Hall, is drafting a letter to Federal Industry Minister Tony Clement expressing its concerns over changes to the 2011 Census. The letter will be forwarded to the JCA Board for review before being issued by the JCA President. We encourage members to write your Members of Parliament to also express concern. For more information on this issue, visit the Canadian Council on Social Development's web-site at [www.ccsd.ca](http://www.ccsd.ca).

Adapted from the Census Toolkit. Canadian Council on Social Development. 2010

### A JCA Success Story – The Newcomer Settlement Program

A newcomer client obtained information abroad about the Newcomer Settlement Program offered by JCA that was posted on our website. The client then got in touch with the Settlement Counselor who provided her with the necessary information on settling in Canada. The client and her thirteen-year old son then moved to Canada to begin a new life. The Counselor arranged hotel accommodation on their behalf. The client and her son stayed in this hotel for about three weeks and during this period she was assisted in finding suitable accommodation in Mississauga and a nearby school for her son. The newcomer client was also provided with information about employment opportunities in the city on how to go about getting a job in a very reasonable period of time considering she was new in the country. The Settlement Counselor provided information and guidance and she was able to get a job with the Royal Bank of Canada in less than three months after arrival. She was also assisted in sponsoring her husband to join in Canada. Their son successfully completed high school with good grades and was offered admission to the University of Guelph to pursue a four year preparatory course in Dentistry. Her husband arrived in Canada and was able to establish his own restaurant as he was a chef by profession. His business is doing very well. The success of this family was made possible in part by the sound counseling and guidance they received from the Settlement Counselor at JCA.

By Michael Foster





2010



THE 8<sup>th</sup> ANNUAL  
JAMAICAN CANADIAN ASSOCIATION  
SCHOLARSHIP AWARDS  
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**Saturday, September 18, 2010 at 6:30pm**

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*Planning is under way for the JCA OPEN HOUSE to be held on Tuesday, September 21st, 2010 starting at 3:00 pm. The Children's Aid Society and the Catholic Children's Aid Society will be partnering with us for this event.*

*Please mark your calendar for this exciting event being planned.*